

**CITY OF MAPLE VALLEY, WASHINGTON  
RESOLUTION NO. R-19-1333**

**A RESOLUTION OF THE CITY OF MAPLE VALLEY,  
WASHINGTON, AUTHORIZING THE CITY MANAGER TO  
ENTER INTO A PROFESSIONAL SERVICES AGREEMENT WITH  
CHANDLER THINKS LLC, TO DEVELOP A NEW BRAND FOR  
THE CITY OF MAPLE VALLEY**

WHEREAS, the City Council of the City of Maple Valley desires to develop a new brand for the City of Maple Valley for the purposes that guides all aspects of how the City presents itself and unifies stakeholders.

WHEREAS, the City Council desires that the new City brand will produce tangible results for economic development, tourism, and quality of life purposes.

WHEREAS, the City Council's intent with this project is to have a unifying community theme and message which differentiates Maple Valley from similar cities and serves to attract visitors and businesses to Maple Valley.

WHEREAS, the City Council would like to see the branding platform harmonize the marketing of local businesses, the recruitment of companies, hosting special events, attracting tourists, and stimulate the development of new city amenities.

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF MAPLE  
VALLEY, WASHINGTON, DO RESOLVE AS FOLLOWS:**

Section 1. Authorization. The City Manager is hereby authorized to enter into a Professional Services Agreement with Chandlerthinks LLC to conduct the City Branding Project for an amount not to exceed \$75,000.

PASSED BY THE CITY COUNCIL AT A REGULAR BUSINESS MEETING  
THEREOF ON THE 13<sup>TH</sup> DAY OF MAY 2019.

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Sean P. Kelly, Mayor

ATTEST:

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Shaunna Lee-Rice, City Clerk

**APPROVED AS TO FORM:**

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Patricia Taraday, City Attorney